

Student Evaluation Incentives: Create Bias or Not
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Many times at the end of the semester, as instructors, we are plagued with the outcomes of student evaluations. Oftentimes, these evaluations are weighted with some importance to the university and are often used to evaluate if the professor is effective or not. However, we all know that these evaluations are seen as “another thing” to add to the student list of already piling work that the students have to accomplish. Many professors try to use some incentive to get the students to fill out these evaluations and others view this as being a way of “buying” favorable student evaluations. These incentives are given in many forms, like adding bonus points, or giving students additional advantages on grades.

While the marketing practice is to incentivize survey respondents, this practice is seen as important for survey results to gain the participants cooperation. So, what makes this incentive different than student surveys? They are consumers, as well as students.

However, “Simply not offering anything is also not a solution, as not offering any incentives may also only attract a certain type of individual” (Hsieh & Kocielnik). This might be a disgruntled students that are not happy with their grade or the effort that they put into the course.

This paper positions the questions of if these incentives are unethical or if they are required for participation in the student evaluation process.